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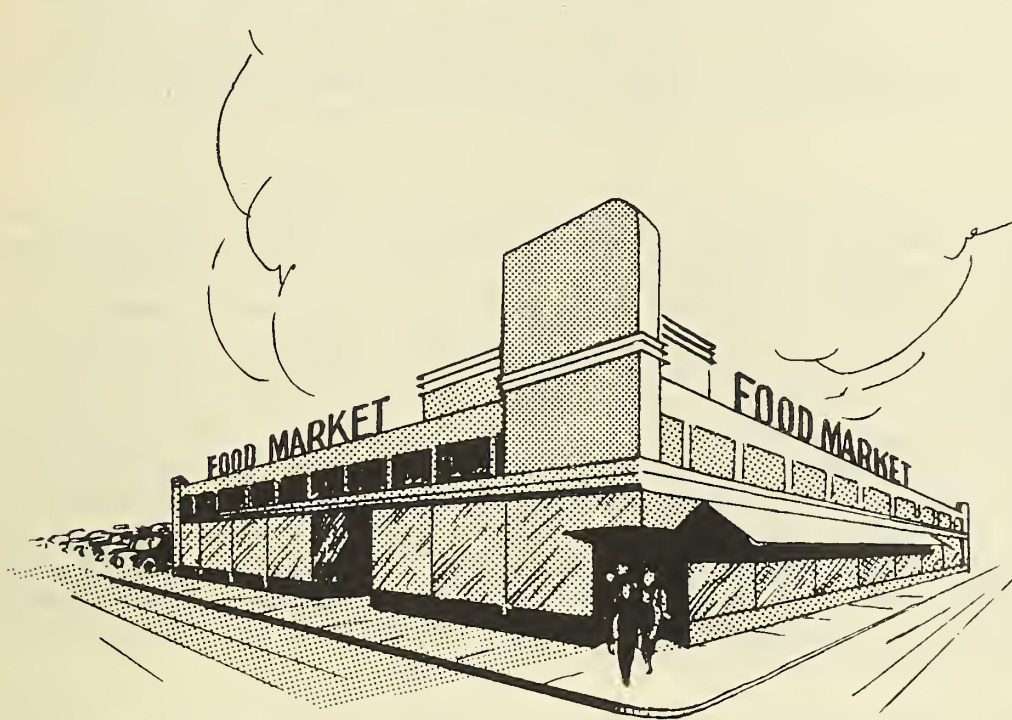
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Availability of Selected **FRUITS and JUICES.** *in Retail Food Stores*

.....

FEBRUARY 1958

.....



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

MAY 1958

PREFACE

This report summarizes information on availability of certain fresh citrus fruits and canned and frozen juices and ades in retail food stores in the United States during February 1957 and 1958. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits and vegetables. For frozen juices, availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets.

Preceding reports in this series have presented similar information obtained from surveys issued at intervals of a few months starting with October 1948. Because the sample of stores audited in February 1958 was slightly smaller in size and of a different composition than the February 1957 sample, data for February 1957 have been revised to insure comparability between the two periods. As a result of this revision, data previously published for February 1957 will vary slightly from those contained in this report.

Data on availability of these fruit and juice products were obtained from a national sample of approximately 1,700 retail stores distributed among the 5 regions indicated in figure 1 and the 3 cities New York, Chicago, and Los Angeles. The sample of retail food stores surveyed was designed to yield an expected 255 retail food stores in the Northeast region, 298 in the North Central region, 228 in the Southern region, 231 in the Mountain-Southwest region, and 182 in the Pacific region; plus 178 retail food stores in New York City, 169 in Los Angeles, and 127 in Chicago. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in figure 1, and (4) by size of city in which the store is located.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act of 1946.

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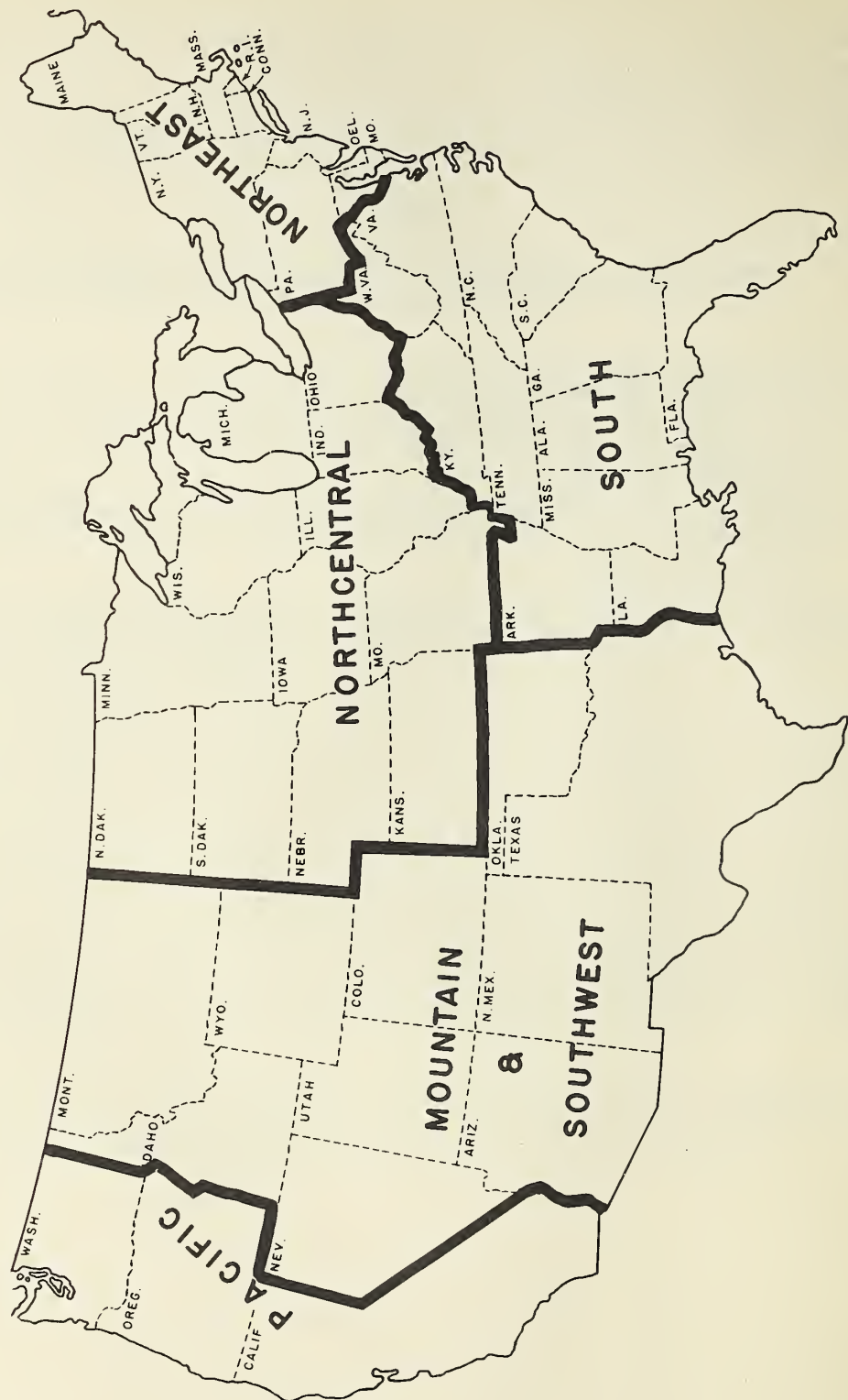
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Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.



FRUITS AND JUICES
AVAILABILITY IN RETAIL FOOD STORES

FEBRUARY 1958

SUMMARY

Despite a substantial reduction in the 1957-58 citrus crop, there was little change in February 1958 from a year earlier in the proportion of United States retail food stores stocking fresh and processed citrus products. This was indicated by an audit of a national sample of retail food stores. Two major exceptions were chilled orange juice for which availability rose from 29 percent of stores in February 1957 to 39 percent in February 1958, and fresh tangerines for which availability declined from 45 percent of stores to 22 percent. Fresh oranges were stocked by about the same proportion of stores in February 1958 as a year earlier, but the proportion of stores stocking Florida oranges was moderately lower than a year earlier (table 1).

Frozen Juices, Refrigerated Juices, and Aides: Frozen concentrated orange juice was stocked in 91 percent of stores equipped with freezer cabinets the same as a year earlier. The February 1958 audit indicated that 99 percent of all chain food stores (all equipped with freezer cabinets) stocked frozen concentrated orange juice in February 1958. In independent food stores availability was lower, with 67 percent of all stores and 90 percent of those with freezer cabinets offering the product (table 2).

Regionally, availability of frozen concentrated orange juice was moderately higher than a year earlier in the Mountain-Southwest region but almost unchanged or slightly lower in all other regions. The product continued to be less available in the South than in other regions with only 47 percent of all food stores stocking. Eighty-six percent of stores in the South having freezer cabinets, however, offered frozen concentrated orange juice during February 1958.

Availability of frozen concentrated grapefruit juice held at about the same level in February 1958 as in 1957. A smaller proportion of small stores and independent food stores stocked frozen grapefruit juice, but this was offset by increased availability in large food stores and in chain outlets. Availability was slightly lower than a year earlier in the North Central and Mountain-Southwest regions, about the same in the South and Northeast, and up slightly in the Pacific region (table 2).

There was a slight decrease--from 19 percent in February 1957 to 17 percent in February 1958--in the proportion of food stores stocking frozen single-strength lemon juice. During February 1958, the product was found in 22 percent of food stores having freezer cabinets compared with 25 percent in February 1957. Improved availability in regional chains failed to offset lower availability in national chains and independent food stores (table 3).

A substantial increase in availability of chilled orange juice was indicated by the February 1958 audit. Shoppers could buy chilled orange juice in 39 percent of United States food stores compared with 29 percent in February 1957. The increase was especially marked in the Northeast, South, and North Central regions. Chilled orange juice was most readily available in regional chain food outlets, with 71 percent of such stores offering the product compared with 54 percent a year earlier. Availability in independent food stores rose from 26 percent of stores to 37 percent. A decline in availability was noted in national chains, with 68 percent of stores selling chilled orange juice in February 1958 compared with 75 percent a year earlier. In New York City, Chicago, and Los Angeles, the level of availability was substantially higher than in the regions in which these cities are located (table 3).

Frozen concentrated lemonade was stocked by a slightly larger proportion of all retail food stores, as well as stores with freezer cabinets, in February 1958 than in February 1957. Availability was higher in national chain food stores and large stores, but the increase from 53 percent of all stocking the product to 55 percent was primarily the result of increased availability in independent food stores and in stores having under \$50,000 annual volume of business. Availability of frozen concentrated lemonade continued to be highest in the Pacific region, but there was an increase in the proportion of stores stocking in all regions except the Mountain-Southwest.

Frozen concentrate for orangeade was stocked by 14 percent of all stores equipped with freezer cabinets in February 1958 compared with 11 percent in February 1957. The proportion of national chains stocking rose from 4 percent to 22 percent of stores with freezer cabinets, and the proportion of independents stocking rose from 11 to 13 percent. Greatest increase in availability--compared with February 1957--was noted in retail food stores in the South (table 4).

Availability of frozen concentrate for limeade during February 1958 was unchanged from February 1957. A drop in proportion of national chain food outlets handling the product was offset by increased availability in regional chain outlets (table 4).

Shelf-pack concentrate for orangeade was stocked by the same proportion of United States food stores in February 1958 as in February 1957. Regionally, there was little change from a year earlier in proportion of stores stocking. Availability continued to be considerably higher in the Pacific region than in other regions. Only 7 percent of stores in the South stocked the product.

Availability of shelf-pack concentrate for lemonade was slightly greater in February 1958 than in February 1957 as a result of an increase in the proportion of national chains and independent food stores stocking the product. The Pacific region showed the highest level of availability (table 5).

Canned single-strength orangeade was handled by 34 percent of United States food stores in February 1958, the same as in February 1957. Slightly lower

availability in the Northeast and North Central regions was offset by improved availability in the South and Pacific regions. Improvement in availability was indicated in national and regional chains, offsetting slightly lower availability in independent food stores (table 5).

Canned Juices and Fruit: There was little change during February 1958 from a year earlier in the availability of various canned single-strength juices. Orange and grapefruit juice could be purchased in 93 percent of all retail food stores in February 1958 and 87 percent of all large stores (\$300,000 annual volume of sales or more) and in all outlets of national food chains. Orange juice was stocked by more than 90 percent of retail food outlets irrespective of store size, type of management, city size, or geographic region. Grapefruit juice was somewhat less available than orange juices in small stores, independent retail food outlets, in cities under 10,000 population, and in the South (table 6).

Tomato juice was stocked by 94 percent of United States retail food stores in February 1958--the same proportion as a year earlier. A high level of availability was noted in stores regardless of size or type of management and in all geographic regions (table 6).

Prune juice could be purchased in 81 percent of all retail food stores in February 1958 compared with 80 percent in February 1957. Availability in small retail food stores and in the South, however, was somewhat below the United States average (table 6).

The proportion of stores stocking single-strength lemon juice in February 1958 was almost unchanged from a year earlier--56 percent compared with 55 percent. Regionally, there was little change in the level of availability, with the highest--83 percent of stores stocking--in the Pacific region and the lowest--26 percent of stores stocking--in the South. Availability of lemon juice in 5-1/2 and 6-ounce containers was slightly lower than in February 1957, while availability in other container sizes improved. Canned or bottled single-strength lemon juice was stocked by 90 percent of the retail food stores in Chicago. Only 1 percent of Chicago stores, however, stocked lemon juice in 5-1/2 and 6-ounce containers in contrast to 26 percent of stores in the North Central region (table 7).

Retail food shoppers could buy canned grapefruit sections in 64 percent of the retail food stores in February 1958, the same as in February 1957. The level of availability in chain food outlets continued to be considerably higher than in independent food stores. As a result of an increase in proportion of Northeast stores handling, grapefruit sections were more readily available to shoppers in this region than in any other region in February 1958. Availability was lowest in the South (table 6).

Fresh Fruit: Despite the fact that United States production of oranges in the current season is considerably below that of 1956-57, fresh oranges were stocked by about the same proportion of retail food stores in February 1958 as in February 1957. Florida oranges were, however, less available than in

February 1957, with 50 percent of United States food stores stocking them compared with 56 percent a year earlier. California-Arizona oranges were stocked by 49 percent of the Nation's food stores, about the same proportion as in February 1957 (table 1).

Availability of Florida oranges held at about the same level as a year earlier in regional chain food stores, but was lower in both national chain and independent food stores. Florida oranges were less available than in February 1957 in all regions; in the Pacific region too few stores handled Florida oranges to establish a level of availability. Only 7 percent of retail food stores in the Mountain-Southwest handled Florida oranges in February 1958 (table 8).

Although the proportion of all retail food stores stocking California-Arizona oranges was relatively unchanged in February 1958, the proportion of stores stocking such oranges in the Northeast increased. Availability was lower in all other regions except the South where the same proportion as a year earlier, 3 percent, stocked the product. Some improvement in availability was noted in national chains, but the proportion of regional chains stocking was lower (table 8).

Fresh grapefruit could be purchased in 70 percent of all United States retail food stores in February 1958 compared with 67 percent a year earlier. Almost all chain food stores offered fresh grapefruit in both years. The proportion of independents offering rose from 65 percent in February 1957 to 68 percent in February 1958 (table 9).

The proportion of stores handling Florida grapefruit dropped slightly in February 1958. Regionally, improved availability was indicated in only the South and Mountain-Southwest regions. A drop from 47 percent to 44 percent of independent food stores handling Florida grapefruit appears to have had the most influence on the decline.

Improved availability of California-Arizona grapefruit was noted. The proportion of stores handling increased in all regions except the Mountain-Southwest where availability was slightly lower. There was a drop in availability in regional chain stores, but increased availability in independent food stores more than offset this decline.

Fresh lemons were available in a slightly smaller proportion of United States retail food stores in February 1958 than a year earlier. All chain food outlets stocked fresh lemons while 78 percent of the independent food stores stocked. Availability was moderately lower in the South and North Central regions than a year earlier (table 10).

The proportion of retail food stores stocking fresh tangerines declined from 45 percent in February 1957 to 22 percent in February 1958, reflecting a sharply reduced supply of tangerines compared with the 1956-57 season. Availability was down from a year earlier irrespective of store size, management, or location (table 10).

Table 1.--Fruits and juices: Percentage of retail food stores having specified products available, February 1957 (revised) and February 1958

Products	February 1957	February 1958
	<u>Percent</u>	<u>Percent</u>
Frozen concentrated juices:		
Orange.....	70	69
Grapefruit.....	32	32
Lemon 1/.....	19	17
Chilled juice:		
Orange.....	29	39
Frozen concentrate for ades:		
Lemonade.....	53	55
Orangeade.....	9	11
Limeade.....	20	20
Shelf-pack concentrate for ades:		
Orangeade.....	21	23
Lemonade.....	21	21
Canned single-strength ades:		
Orangeade.....	34	34
Canned single-strength juices:		
Orange.....	92	93
Grapefruit.....	87	87
Lemon.....	55	56
Prune.....	80	81
Tomato.....	94	94
Canned fruit:		
Grapefruit sections.....	64	64
Fresh citrus fruits:		
Oranges		
California-Arizona.....	50	49
Florida.....	56	50
Total 2/.....	86	85
Grapefruit		
California-Arizona.....	11	14
Florida.....	49	47
Total 2/.....	67	70
Lemons.....	81	79
Tangerines.....	45	22

1/ Frozen single-strength juice.

2/ Includes fruit unidentified as to origin.

Table 2.--Frozen concentrated juices: Percentage of retail food stores having specified products available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	Frozen concentrated orange juice				Frozen concentrated grapefruit juice			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	February		February		February		February	
	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	70	69	91	91	32	32	42	41
Volume of store business annually:								
Under \$50,000.....	50	50	82	85	17	14	27	23
\$50,000-\$99,999.....	89	85	96	93	38	38	41	41
\$100,000-\$299,999.....	96	93	97	94	52	54	52	54
\$300,000 and over.....	99	100	100	100	73	78	73	79
Type of store management:								
National chains.....	99	99	100	100	68	73	68	73
Regional chains 1/.....	97	99	97	100	60	67	60	68
Independent groceries.....	68	67	90	90	30	29	40	38
Store location by city size, population:								
Under 10,000 2/.....	59	61	88	89	25	22	37	33
10,000-99,999.....	76	76	91	93	40	41	47	51
100,000-499,999.....	83	76	92	86	44	36	49	40
500,000 and over.....	80	77	95	93	35	40	41	48
Store location by region or city 3/:								
Northeast.....	81	82	97	98	41	42	50	50
North Central.....	77	74	86	84	38	34	42	39
South.....	49	47	87	86	16	16	29	29
Mountain-Southwest.....	69	74	90	93	39	35	51	43
Pacific.....	87	84	92	90	32	35	34	37
New York City.....	67	71	90	99	40	51	54	71
Chicago.....	89	82	100	92	20	34	23	38
Los Angeles.....	90	85	96	93	38	39	41	43

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 3.--Frozen and refrigerated single-strength juices: Percentage of retail food stores having specified products available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	Frozen single-strength lemon juice				Chilled orange juice	
	All stores		Stores with freezer cabinets			
	February		February		February	
	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	19	17	25	22	29	39
Volume of store business annually:						
Under \$50,000.....	11	9	18	15	17	27
\$50,000-\$99,999.....	20	19	22	20	36	42
\$100,000-\$299,999.....	32	29	32	29	41	55
\$300,000 and over.....	42	39	42	39	59	73
Type of store management:						
National chains.....	35	21	35	21	75	68
Regional chains 1/.....	30	33	30	34	54	71
Independent groceries.....	18	16	24	21	26	37
Store location by city size, population:						
Under 10,000 2/.....	17	16	25	24	21	26
10,000-99,999.....	25	20	29	24	30	46
100,000-499,999.....	24	16	27	18	35	49
500,000 and over.....	16	17	19	21	41	56
Store location by region or city 3/:						
Northeast.....	25	22	30	26	31	47
North Central.....	23	17	25	19	23	33
South.....	14	12	25	22	20	32
Mountain-Southwest.....	25	26	33	32	18	21
Pacific.....	12	14	13	15	42	46
New York City.....	13	18	18	26	64	74
Chicago.....	6	7	7	7	79	85
Los Angeles.....	2	4	3	4	79	88

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 4.--Frozen concentrated ades: Percentage of retail food stores having specified products available, store classification and location, February 1957 (revised) and February 1958

Store classification and location	Frozen concentrate for lemonade				Frozen concentrate for orangeade				Frozen concentrate for limeade			
	All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets		All stores		Stores with freezer cabinets	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	53	55	69	72	9	11	11	14	20	20	26	26
Volume of store business annually:												
Under \$50,000.....	33	35	55	59	5	7	8	12	7	8	12	13
\$50,000-\$99,999.....	66	71	72	77	7	9	8	9	22	22	24	24
\$100,000-\$299,999.....	82	81	82	82	15	15	15	16	37	38	37	38
\$300,000 and over.....	89	92	89	93	24	28	24	28	55	53	55	53
Type of store management:												
National chains.....	77	91	77	92	4	22	4	22	53	37	53	37
Regional chains 1/.....	87	83	87	84	22	22	22	22	41	47	41	48
Independent groceries.....	51	53	67	71	8	10	11	13	18	18	24	24
Store location by city size, population:												
Under 10,000 2/.....	42	45	63	67	8	9	11	14	15	14	23	20
10,000-99,999.....	68	64	81	79	10	12	12	15	28	33	33	40
100,000-499,999.....	60	64	67	72	9	12	10	13	24	19	27	21
500,000 and over.....	59	64	70	77	9	12	11	15	19	21	23	25
Store location by region or city 3/:												
Northeast.....	61	62	73	74	12	16	15	19	20	19	24	23
North Central.....	60	64	66	73	13	11	15	13	23	27	26	31
South.....	31	36	56	66	2	8	4	15	11	10	20	19
Mountain-Southwest.....	60	56	78	71	5	5	6	6	30	27	39	34
Pacific.....	75	75	79	80	11	6	11	7	27	22	28	24
New York City.....	50	49	68	68	15	24	21	34	12	17	16	23
Chicago.....	73	74	82	82	6	2	7	3	29	19	33	21
Los Angeles.....	80	81	86	89	2	1	2	1	36	37	38	41

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 5.--Shelf pack ades: Percentage of retail food stores having specified products available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	Shelf-pack concentrate for				Canned single-strength Orangeade	
	Orangeade		Lemonade		February	
	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	21	21	21	23	34	34
Volume of store business annually:						
Under \$50,000.....	10	11	12	13	20	19
\$50,000-\$99,999.....	23	23	20	24	36	37
\$100,000-\$299,999.....	34	36	34	34	55	54
\$300,000 and over.....	53	52	55	55	77	75
Type of store management:						
National chains.....	51	59	43	56	65	70
Regional chains 1/.....	53	46	59	48	76	82
Independent groceries.....	18	19	19	21	31	30
Store location by city size, population:						
Under 10,000 2/.....	21	22	21	22	33	36
10,000-99,999.....	21	24	25	29	43	41
100,000-499,999.....	29	27	29	25	36	34
500,000 and over.....	15	14	15	19	28	22
Store location by region or city 3/:						
Northeast.....	23	25	28	30	32	28
North Central.....	31	29	30	30	38	36
South.....	6	7	7	10	30	33
Mountain-Southwest.....	23	22	19	18	43	43
Pacific.....	41	40	41	46	39	45
New York City.....	20	21	16	22	18	19
Chicago.....	5	7	4	5	34	39
Los Angeles.....	41	39	34	29	55	42

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 6.--Canned single-strength juices and grapefruit sections: Percentage of retail food stores having specified products available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	Orange		Grapefruit		Tomato		Prune		Grapefruit sections	
	February		February		February		February		February	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	92	93	87	87	94	94	80	81	64	64
Volume of store business annually:										
Under \$50,000.....	88	91	80	80	91	92	68	70	45	46
\$50,000-\$99,999.....	95	95	92	94	95	95	90	89	78	75
\$100,000-\$299,999.....	97	96	97	97	99	98	96	97	89	90
\$300,000 and over.....	98	100	98	100	99	99	99	100	97	96
Type of store management:										
National chains.....	97	100	97	100	97	100	93	100	100	92
Regional chains 1/.....	95	98	96	99	98	98	97	99	97	94
Independent groceries.....	91	93	86	86	94	94	79	80	61	62
Store location by city size, population:										
Under 10,000 2/.....	90	93	83	85	94	94	76	76	56	55
10,000-99,999.....	93	97	88	91	93	96	80	86	71	75
100,000-499,999.....	92	91	91	88	95	93	88	85	78	72
500,000 and over.....	92	92	92	90	94	95	83	85	66	68
Store location by region or city 3/:										
Northeast.....	95	97	92	92	96	97	89	90	79	87
North Central.....	89	92	84	89	94	95	79	85	80	80
South.....	90	92	80	78	93	92	65	66	36	31
Mountain-Southwest.....	93	95	95	96	96	97	85	83	50	52
Pacific.....	99	97	96	94	98	99	99	93	90	85
New York City.....	81	80	82	80	81	82	78	78	65	66
Chicago.....	92	93	94	87	98	96	91	90	71	72
Los Angeles.....	97	95	96	97	100	100	95	89	64	68

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 7.--Canned single-strength lemon juice: Percentage of retail food stores having specified product available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	5-1/2 - 6 ounce cans		Other 1/		Total	
	February		February		February	
	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	28	26	38	42	55	56
Volume of store business annually:						
Under \$50,000.....	18	15	22	26	37	38
\$50,000-\$99,999.....	29	26	46	46	66	63
\$100,000-\$299,999.....	38	41	61	65	81	83
\$300,000 and over.....	59	64	76	84	93	93
Type of store management:						
National chains.....	56	63	88	97	96	100
Regional chains 2/.....	56	66	73	80	90	92
Independent groceries.....	25	23	35	39	53	53
Store location by city size, population:						
Under 10,000 3/.....	20	19	32	33	44	44
10,000-99,999.....	35	33	45	51	65	67
100,000-499,999.....	41	42	37	38	63	61
500,000 and over.....	29	24	47	54	66	66
Store location by region or city 4/:						
Northeast.....	37	32	41	48	64	64
North Central.....	28	26	51	57	68	68
South.....	6	8	23	20	26	26
Mountain-Southwest.....	36	34	29	35	54	57
Pacific.....	70	71	31	37	82	83
New York City.....	28	27	57	58	66	67
Chicago.....	2	1	90	90	91	90
Los Angeles.....	84	74	57	57	90	84

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Table 8.--Fresh Oranges: Percentage of retail food stores having specified products available, by State of origin, store classification and location, February 1957 (revised) and February 1958

Store classification and location	Florida oranges				California-Arizona oranges				All fresh oranges ^{1/}			
	All stores		:Stores customarily: : handling fresh : fruits and : vegetables		All stores		:Stores customarily: : handling fresh : fruits and : vegetables		All stores		:Stores customarily: : handling fresh : fruits and : vegetables	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	56	50	61	55	50	49	59	59	86	85	96	95
Volume of store business annually:												
Under \$50,000.....	49	42	55	47	37	35	47	46	80	76	92	92
\$50,000-\$99,999.....	59	55	63	58	55	57	60	60	91	91	97	96
\$100,000-\$299,999.....	61	59	62	61	69	69	71	72	96	96	98	99
\$300,000 and over.....	77	70	79	71	81	81	82	81	98	99	100	100
Type of store management:												
National chains.....	88	79	88	79	88	90	83	90	100	100	100	100
Regional chains ^{2/}	79	78	80	78	82	76	83	77	99	100	100	100
Independent groceries.....	54	48	59	53	48	47	56	56	85	83	95	95
Store location by city size, population:												
Under 10,000 ^{3/}	56	51	60	55	40	37	49	46	85	83	94	94
10,000-99,999.....	57	45	61	49	59	66	65	74	90	89	97	97
100,000-499,999.....	55	46	58	49	59	61	61	66	93	90	96	95
500,000 and over.....	55	57	66	67	59	52	71	63	81	81	97	96
Store location by region or city ^{4/} :												
Northeast.....	70	65	82	75	60	62	68	73	86	86	97	97
North Central.....	53	45	57	48	73	70	76	73	93	92	97	97
South.....	77	70	85	80	3	3	4	4	82	76	90	88
Mountain-Southwest.....	9	7	11	8	66	63	76	68	88	91	97	99
Pacific.....	5	2/	5	2/	92	91	95	94	95	91	99	95
New York City.....	61	59	95	88	49	48	78	72	61	65	96	97
Chicago.....	60	59	65	63	81	79	86	86	91	90	97	98
Los Angeles.....	5	2/	5	2/	88	87	99	100	89	87	100	100

^{1/} Includes fruit unidentified as to origin.

^{2/} Excludes voluntary chains.

^{3/} Includes rural route stores outside corporate city limits.

^{4/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{5/} Insufficient data.

Table 9.--Fresh grapefruit: Percentage of retail food stores having specified products available, by State of origin, store classification and location, February 1957 (revised) and February 1958

Store classification and location	Florida grapefruit				California-Arizona grapefruit				All fresh grapefruit ^{1/}			
	All stores		:Stores customarily: : handling fresh : fruits and : vegetables		All stores		:Stores customarily: : handling fresh : fruits and : vegetables		All stores		:Stores customarily: : handling fresh : fruits and : vegetables	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	49	47	58	55	11	14	13	16	67	70	80	82
Volume of store business annually:												
Under \$50,000.....	35	35	46	44	6	10	7	12	49	55	65	71
\$50,000-\$99,999.....	59	52	65	55	12	17	14	18	80	80	88	84
\$100,000-\$299,999.....	66	64	67	67	18	16	18	16	92	93	95	96
\$300,000 and over.....	77	75	78	76	24	24	24	24	98	99	100	99
Type of store management:												
National chains.....	81	82	81	82	25	26	25	26	100	100	100	100
Regional chains ^{2/}	83	81	84	81	20	16	20	16	98	98	99	99
Independent groceries.....	47	44	56	52	10	13	12	16	65	68	78	81
Store location by city size, population:												
Under 10,000 ^{3/}	42	44	53	52	8	10	10	12	58	65	74	77
10,000-99,999.....	55	45	60	50	12	20	14	21	77	78	85	87
100,000-499,999.....	61	52	65	56	16	22	16	24	83	80	88	86
500,000 and over.....	52	53	63	65	12	10	14	12	67	69	82	84
Store location by region or city ^{4/} :												
Northeast.....	66	64	81	76	8	11	9	14	70	74	84	87
North Central.....	62	54	66	57	5	13	5	11	80	83	84	87
South.....	44	47	59	58	5/	3	5/	4	49	53	66	67
Mountain-Southwest.....	8	12	9	14	16	12	17	13	69	72	78	82
Pacific.....	23	12	24	12	68	74	70	77	87	87	90	91
New York City.....	54	58	88	87	11	3	13	5	55	59	89	89
Chicago.....	69	69	75	75	5	9	5	10	82	80	88	86
Los Angeles.....	12	13	14	15	73	73	85	83	75	76	88	86

^{1/} Includes fruit unidentified as to origin.

^{2/} Excludes voluntary chains.

^{3/} Includes rural route stores outside corporate city limits.

^{4/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

^{5/} Insufficient data.

Table 10.--Fresh lemons and tangerines: Percentage of retail food stores having specified product available, by store classification and location, February 1957 (revised) and February 1958

Store classification and location	Fresh lemons				Fresh tangerines			
	All stores		Stores customarily handling fresh fruits and vegetables		All stores		Stores customarily handling fresh fruits and vegetables	
	February		February		February		February	
	1957	1958	1957	1958	1957	1958	1957	1958
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total.....	81	79	92	91	45	22	54	26
Volume of store business annually:								
Under \$50,000.....	72	68	86	85	27	12	35	16
\$50,000-\$99,999.....	85	89	93	93	52	21	56	22
\$100,000-\$299,999.....	95	94	98	97	72	38	74	39
\$300,000 and over.....	98	99	100	100	88	50	89	51
Type of store management:								
National chains.....	100	100	100	100	80	48	80	48
Regional chains 1/.....	97	100	98	100	85	42	86	42
Independent groceries.....	80	78	91	90	42	20	51	24
Store location by city size, population:								
Under 10,000 2/.....	79	74	90	87	37	16	45	21
10,000-99,999.....	84	87	92	95	55	27	62	30
100,000-499,999.....	88	87	92	93	51	24	56	27
500,000 and over.....	79	79	94	92	52	26	64	31
Store location by region or city 3/:								
Northeast.....	79	81	94	93	57	34	70	40
North Central.....	87	83	90	89	53	17	55	19
South.....	76	70	87	86	36	13	47	18
Mountain-Southwest.....	85	86	95	95	28	11	34	13
Pacific.....	96	94	99	97	35	29	37	30
New York City.....	62	66	95	95	50	39	79	59
Chicago.....	85	86	89	92	48	17	52	19
Los Angeles.....	82	86	93	98	64	57	75	68

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

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